

**Claims:**

1. A unified shared business application system, comprising:
  - a unified portal for authenticating and authorizing user preferences and restrictions;
  - an enterprise function, for providing a common customer identifier (CCI) for users associated with a plurality of business channels of a plurality of enterprises, wherein said enterprise function associates a CCI associated with each enterprise to each user accessing said unified portal;
  - an integrated business applications system for integrating a plurality of business applications across products and services, said integrated business applications being responsive to authorized user selections of at least one business application from said unified portal; and
  - a database warehouse for storing information associated with said business channels of said plurality of enterprises, each user, and said products and services.
2. The unified shared business application system of claim 1, wherein said enterprise function associates a plurality of sub-enterprise entities associated with said user.
3. The unified shared business application system of claim 1, wherein said plurality of business channels comprise at least one of a customer channel, a sales channel, an alliances channel, and an internal operations channel.
4. The unified shared business application system of claim 1, wherein said plurality of business applications comprises an ordering application, a maintenance application, and a billing application.
5. The unified shared business application system of claim 1, wherein each of said plurality of business applications are integrated across products and technologies associated with said users of said business channels.
6. The unified shared business application system of claim 1, wherein said database warehouse comprises a virtual unified database and is updated based on

actions taken by said plurality of business applications in response to said user selections.

7. The unified shared business application system of claim 1, wherein said CCI is associated with at least one master customer number (MCN), where each of said MCNs is associated with a business sub-entity of said enterprise.

8. The unified shared business application system of claim 7, wherein said plurality of business applications utilize said MCN to retrieve information from said database warehouse.

9. The unified shared business application system of claim 1, wherein said unified portal is a host for accessing said plurality of business applications.

10. The unified shared business application system of claim 1, wherein said CCI is utilized to associate a user with an enterprise, and provide indicia of priority for servicing an enterprise customer.

11. The unified shared business application system of claim 1, wherein said unified portal comprises and interface for providing graphical and textual information.

12. A method of unifying and sharing business applications with respect to a user of a business channel, comprising:

authenticating and authorizing, at a unified portal, user preferences and restrictions in response to a user request for access;

providing, at an enterprise function, a common customer identifier (CCI) for users associated with a plurality of business channels of an enterprise, wherein said enterprise function associates a CCI to each user accessing said unified portal;

integrating, in response to a user selection of a business application, information associated across a plurality of business applications with respect to products and services, said integrated business applications being responsive to authorized user selections of at least one business application from said unified portal; and

storing, at a database warehouse, information associated with said business channels, each user, and said products and services.

13. The method of claim 12, wherein said providing at said enterprise function further comprises associating a plurality of sub-enterprise entities associated with said user.

14. The method of claim 12, wherein said providing a CCI for users associated with said function said plurality of business channels comprises providing a CCI for users of at least one of a customer channel, a sales channel, an alliances channel, and an internal operations channel.

15. The method of claim 12, wherein said integrating step comprises integrating information associated with an ordering application, a maintenance application, and a billing application with respect to said user selection.

16. The method of claim 12, wherein said integrating step further comprises integrating said plurality of business applications across products and technologies associated with said users of said business channels.

17. The method of claim 12, wherein said storing information at a database warehouse further comprises updating said information based on actions taken by said plurality of business applications in response to said user selections.

18. The method of claim 12, wherein said providing, at an enterprise function, a common customer identifier (CCI) for users associated with a plurality of business channels further comprises associating said with at least one master customer number (MCN), where each of said MCNs is associated with a business sub-entity of said enterprise.

19. The method of claim 18, further comprising utilizing said MCNs associated with said business applications to retrieve information from said database warehouse.

20. The method of claim 12, wherein said authenticating and authorizing at said unified portal further comprises selectively permitting accessing to said plurality of business applications.

21. The method of claim 12, further comprising utilizing said CCI to associate a user with an enterprise, and provide indicia of priority for servicing an enterprise customer.

22. The method of claim 12, wherein said unified portal comprises providing a user interface for displaying graphical and textual information.